

Muralidharan Senthilkumaran

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SUMMARY

Founding Technical Product Manager with 5 years designing and shipping production APIs across B2B SaaS platforms taking it from idea to first revenue (0-to-1). Hands-on full-stack development (**Node.js, REST API contract design, auth/RBAC pipelines, event-driven systems**) & UI/UX(**Figma**). Experience in writing **technical PRDs**. Led **cross-functional teams** of up to 7 (**6 engineers, 1 designer across in-house and agency**) while owning full product delivery. Diagnosed a production SQL issue in PHP/Laravel, reducing latency from **20s to 500ms**. Any gap is mine to fill, discovery calls, backend, design, client meetings, getting the first paying customers, **whatever it takes - that's the job**.

RELEVANT EXPERIENCE

Vitira

Bangalore, India

Product & Tech Advisor

Feb 2026 - May 2026

Vitira is an early-stage treasury management system (TMS) company serving the ₹500Cr+ revenue mid-market segment. Reported directly to the founder, owned product prioritization and a 4-developer team, and took the product from **pre-revenue to ₹12L ARR**.

- Led the development of an editable repayment-schedule module on a two-ledger architecture (immutable record + editable working layer), removing the Excel-to-TMS reconciliation gap and **converting the pilot client to a ₹12L ARR paid contract**.
- Reverse-engineered bank interest-calculation logic into an Excel simulation before development, validating it across 100+ loans and 10+ banks and **surfacing an estimated ₹1.58 Cr in untracked payment deltas**.
- **Prioritized MT940 onboarding over premature MT942/CAMT scoping**, shipping the pilot sign-off path first and unblocking the company's first paid conversion.
- Shipped an upcoming-payments view across 100+ borrowings with 7-day payment-calendar visibility, projected to **prevent ₹10L+ in annual late-payment fines**.
- Built Cron- and event-based notifications over WebSocket with REST fallback across **1,000+ repayments and ~150–200 daily approvals**, closing the maker-checker loop and eliminating manual status-chasing in a 10-person team.
- Owned feature prioritization and translated business goals into a sequenced roadmap, **leading a 4-developer team** through delivery against both client and product goals.
- Designed REST API contracts backward from UI data requirements, shaping response payloads around frontend logic and documenting them in an architecture guide.
- Delivered end-to-end UI/UX wireframing in Figma, covering the design function in the absence of a designer.
- Proposed migrating a nested decision-JSON column to an indexed rule table for editable rule priority, then adopted a senior developer's cached-in-memory approach for batch-classifying 500+ records and updated the spec accordingly.

Kaboo.ai

Bangalore, India

Founder & Product Lead

Jul 2024 - Jan 2026

Kaboo is a developer-broker platform consolidating fragmented project access for real-estate brokers. Founded and led product end-to-end, **raised an angel round from an ex-Brigade SVP** on the validated thesis, and earned admission to ISB's i-venture programme.

- Built a 6-factor weighted recommendation engine (location, budget, BHK, amenities, area, facing) in broker-defined priority order with **sub-1-second response time**, matching brokers to projects inside the validated 30-second close-or-lose window.
- Built an **AI agent generating project-specific sales pitches in real time** from lead requirements and the matched project, giving brokers a ready script before the discovery call ends.
- **Designed and built the full platform backend** - 23 Mongoose models and 20 controllers in MVC structure on Node.js, Express, and MongoDB.
- Covered authentication, role-based access control (RBAC), partner-developer workflows, booking and transaction pipelines, and integrations with AWS S3, Firebase, Twilio, Google Maps, OpenAI, and email services.
- Built a Node.js scraping engine in 2 days, collecting **6,000+ RERA-registered channel-partner records** from Karnataka RERA and powering developer-facing discovery dashboards.
- Ran **50+ structured discovery calls** with developers including Total Environment, Vaishnavi, Concorde, and BSCPL and brokers across Bangalore, validating the core problem before writing a line of code.
- Identified brokers **losing 3 in 10 high-intent leads** to project-access gaps rather than sales skill, defining the matching problem the engine was built to close.

- Ran two structured go-to-market (GTM) experiments - a two-sided launch revealing developers needed channel-partner acquisition over management, and a broker-only pivot **confirming developer payment-history trust as a structural adoption ceiling**.
- Diagnosed the structural ceiling, **returned remaining capital, and shut down** rather than scaling into a broken growth loop.

Habytat
Product Manager

Bangalore, India
Nov 2022 - Feb 2024

Habytat is a real-estate CRM serving enterprise developers including Shriram Properties and Century Developers. Owned the full roadmap with 2 in-house developers, 4 agency developers and a designer, and took the product from **pre-revenue to ₹20L ARR**.

- Redesigned lead-retrieval SQL in a PHP/Laravel app — replacing per-row N+1 lookups with set-based deduplication, indexing, and pagination - **reducing response time from 20 seconds to under 500 milliseconds**.
- Automated floor-rise charge calculation and cost-sheet generation, **cutting quotation turnaround from 30 minutes to 2 minutes**, reducing error rate from 20% to under 2%, saving ~20 hrs/week across 4 sales members, and eliminating a recurring ₹1.5–2L per-quote calculation error.
- Shipped a post-sales invoice generator handling 100–200 invoices/month, **reducing monthly operations effort from 100 hours to 16 hours**, processing time from 2 hours to 20 minutes, and payment confirmation from 7–10 days to 1–2 days.
- **Shipped a site-visit management app in 2 weeks** - scoped on paper with the pilot client and handed directly to one developer, deploying to 10+ field teams and closing 150+ site visits in the first month.
- Rebuilt a stalled Shriram channel-partner app to formal client sign-off in 8 months, scaling it to V2 with **500+ channel partners and 800+ total users** at peak.
- **Took the product from pre-revenue to ₹20L ARR**, diagnosing broken core workflows blocking pilot activation and fixing critical flows to unlock the first paid subscription.
- **Expanded from 1 to 8 enterprise clients** (ACV ₹3.5 - 6L) within a year, reusing the discovery process that identified the activation gaps.
- Prioritized pre-sales activation fixes over feature commitments already made to the pilot client, holding the reprioritized roadmap and **unblocking first revenue**.

Materialian
Co-Founder & Product Lead

Bangalore, India
Apr 2021 - Oct 2022

Materialian is a construction-materials marketplace, started with high-volume, low-variety materials (cement & TMT steel).

- Ran a **30-day demand validation across 1,000+ directly messaged buyers**, onboarding 30+ actively listing vendors and facilitating ₹50K in buyer-seller transactions.
- Built a daily price-snapshot of material rates across active vendors, producing **organic daily retention** - buyers began anticipating the message as a market-tracking tool, before any retention feature was shipped.
- Ran unit-economics analysis on commission margins against thin-margin sellers, confirming inventory-and-logistics ownership as the only viable model, and **wound down before scaling the wrong company**.

EDUCATION

Indian School of Business, Hyderabad
ivi - i-venture Immersive (Entrepreneurship)

Oct 2024 - Mar 2025

Anna University, Chennai
B.E., Mechanical Engineering

Aug 2015 - May 2019

SKILLS

- **Languages:** JavaScript, PHP
- **Frameworks & DBs:** Express.js, React.js, Node.js, Mongoose, Laravel, MongoDB, SQL (query optimization, indexing, set-based design)
- **Auth & Access Control:** JWT, bcrypt, RBAC, Org-scoping middleware
- **Cloud & Services:** AWS S3, Firebase FCM, Twilio, Google Maps, OpenAI / LLM integration, Nodemailer
- **API & Data Design:** REST endpoint + response-contract design, Immutable record + typed-change-layer modelling, audit-data patterns
- **Product:** 0→1 roadmap ownership, Technical spec writing, Hypothesis-driven discovery, Activation & retention, GTM (B2B SaaS), Stakeholder & founder alignment
- **Tooling:** Cursor, Claude, ChatGPT, GitHub, Figma, Multer, EJS
- **Domain:** PropTech & Real Estate, FinTech & Treasury, Workflow Automation, Two-sided Marketplaces, B2B SaaS CRM